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LINEN, SILK AND TEXTURES AT INTERSTOFF '78

The look of lightweight linen, luxe silk and refined textured base cloths set the pace for Spring/Summer '78 at the 34th INTERSTOFF in Frankfurt, May 10-13. Classics now lean either to the natural, or the fluid and romantic; gone are the "poverty" fabrications -- even blue denim reverts to its original usage.

FABRICATIONS:

THE CLASSICS -- LINEN-blends (silk, cotton, rayon), and weaves (handkerchief to tussah, slubbed and nubbed) -- seersucker and plisse -- Oxford, chambray, pique (waffled and corded) -- corduroy, serge, cavalry and whipcord twills -- canvas, poplin, toiles -- chino, duck, sailcloth, and terry -- shantung, honan, nubby and basket weaves.

OPEN AND AIRY -- Eyelet and mesh (knit and woven), Leno -- dobbies, etamines, clip dots -- gauze, batiste, lawn.

ROMANTICS -- Silk (plain or crinkled), voile, crepe de chine, crepon, georgette -- chintz, sateen -- lace, burn-outs, cloque -- matte and tri-lobal silk jerseys, cotton jacquard, silk organza.

PATTERNS: CHECKS (small, neat, regatta, houndstooth, windowpane, gingham) -- PLAIDS (Madras, Glen, handkerchief, tattersall) -- herringbone, candy and end-on-end STRIPES -- dots, mini-foulards.

THE PRINTS: FLORALS -- newest are tone-on-tone with tinted grounds -- but their explosion continues in all sizes, shapes and forms; many newly enhanced by the use of pigment white -- etched, spaced, fine-line, clustered, all over -- some with broken, fine-line or checked background for a foil -- Liberty and Liberty-types -- Victorian garden blooms.

CONVERSATIONAL Prints stage a comeback, in

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A ROMANTIC APPROACH TO FALL TOPS AND SKIRTS

Soft and Silky, romance is the keynote -- An almost endless variety, unmistakably 1977-new with fresh details, fabrics, prints. Tops are an "exploding" business, and skirts are gaining quickly.

THE HIGH POINTS:

... The ROMANTIC Blouse, the SOFT Shirt

... The SEPARATE SHAWL or SCARF

... The BLOUSON

... The PEASANT

... SMOCKING on Blouses AND Skirts

... HIP YOKES, Sunburst PLEATS, TRIPLE-TIERS -- Wraparound DIRNDLS

ROMANTICS -- crinkle jacquard poet's blouse, small collared, shirred neck, scarf-sash (Halston) -- georgette painter's shirt/ unicorn-tapestry inspired velvet dirndl/braid trimmed vest (Paula Saker) ... CRYSTAL PLEATS -- on body of split-neck, yoke top, full sleeved blouse (Elyse) -- front only, of tunic blouse (Lady Manhattan) ... Striped silk, 2-pocket bowling shirt (Cygne) -- purple wool challis smock shirtjac, gathered sleeves (Marion Maged) cord belted Qiana peplum blouse, curved back-yoke, keyhole neck (Oscar de la Renta).

SOFT SHIRTS: Twin pocket challis, huge draw-string sleeves (Blousecraft) ... SILK -- new, man-tailored in darks and brights, in individual logo gift box (Halston VI) -- Silk-and-acetate-blend Art Deco, 4 outstanding prints (Saint Clair) ... TUCKED GEORGETTE -- pintuck fly-front, gold embroidery (Sant' Angelo) -- graduated shoulder tucks, lace-edged band collar (Paula Saker) ... CREPE DE CHINE -- notch collar, front yoke, rolled edge self-tie Pierrot collar and cuffs (Murjani) ... Engineered border print, scarf tie (Amanda).

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FALL TOPS AND SKIRTS (continued from pg. 1)

BUBBLY BLOUSONS: DRAWSTRING -- poly crepe de chine, cowl neck (Gloria Vanderbilt/ Murjani), scalloped cap sleeves, split and folded open collar (Elyse), stitched yoke, two buttoned flap pockets (Amanda) ... SMOCKED PULLOVER, embroidered logo initials on one cuff (Oscar de la Renta Collectibles) ... Chinese lacquer MOHAIR pullover, back yoke, turnback cuff sleeves (Marion Maged) ... SLEEVELESS Super Qiana V-neck pullover to top classic shirts (Lady Manhattan).

THE PLEASANT PEASANT: SPLIT 'n TIE Neck -- cuffed full sleeve (Charlotte Ford), gathered sleeve/optional surplice wrap 2nd top (Blousecraft) -- Super Qiana interlock peasant tunic (Lady Manhattan) ... DRAW-STRING -- ties at either side of ruched neck (Gregory & Goldberg), at sleeves, too, slit sides, worn in or out, black ground print (Elyse) ... WOOL CHALLIS, shirring on button-front and sleeves (Cygne).

OVERSHIRTS: Dusty-blue silk, mandarin neck, raglan asymmetric seaming, silk-covered buttons (Chinois/Blousecraft) -- Douppioni silk, diagonally closed, covered buttons, floppy bow tie (Charlotte Ford) -- monotone leaf print rounded shirttail, band collar/matching cotton crystal pleat skirt/reversible double print weskit (Paula Saker) -- shirttailed brushed flannel safari, epaulets, buttoned twin pockets (Amanda).

TUNICS: Crinkled polyester Mandarin neck, pullover, shirred back (Halston VI) -- smock-front silk crepe de chine shirred from square yoke, dropped shoulder, gathered full sleeves (Cygne) -- side slit gold-braid trim gilded jacquard, V-neck (de la Renta) -- pinwale corduroy gathered waist, back yoke, one-button spread collar (Saint Clair) -- drawstring shoulder purple long tunic, red pulls/scarf (Sant' Angelo/Gregory & Goldberg).

SKIRTS -- DIRNDL: Blanket stripe/scarf (Jupe International) -- side seam "H"-buckled leather belt (Halston VI) -- black-ground border print challis (Marion Maged) -- touch-of-gold paisley, multi-row stitched waistband (Elyse) -- sashed large floral print, wide dropped hip yoke (Sant'Angelo) -- pale Irish heathertone engineered plaids-and-checks/shawl (Paula Saker) -- heathertoned half-dirndl, flat bias-cut back (Charlotte Ford).

DON'T KEEP THESE UNDER WRAPS: Large Liberty-type challis wrap skirt, elastic back/narrow sash (Saint Clair) -- border print (Saker) -- soft tucks from buttoned asymmetric yoke, scalloped front and hem; wide Guatemala-type border tweed, stitched box pleats (Elyse) -- waist-tied sarong, handkerchief hemline (Sant'Angelo) -- slash pockets, crepe de chine (Blousecraft).

PARADE OF PLEATS: TRIPLE-TIERED WOOL CHALLIS -- matchstick pleating (Elyse) -- crystal pleated print (Saker) ... WOOL FLANNEL -- soft-pleated heather navy button-down (Import Images) ... Gray sunburst/black corselet (Jupe) -- striped silk crepe de chine (Chinois/Blousecraft).

CLASSICS WITH PLEATS: TROUSER PLEATS -- mini-check tweed, buckled self belt (Jupe) -- softly tucked, besom slash pockets (Import Images) ... Center pleated kasha heather flannel, brown leather trim/vest (Saker) -- box pleats from 4-inch yoke, diagonal pockets, welt stitching (Elyse).

NOVELTIES, FLARES, CIRCLES: Thirty-inch skirts, self-tied split midriff corselets; paper bag waist, slash pockets (Jupe) -- wide yoke hip-rider, hip pocket and back buttons, small change pocket in front (Saint Clair) -- flared bias-cut (Halston VI) -- self-sashed triple-tiered, elasticized waistband (Sant'Angelo) -- asymmetric bias cut skirt in widewale corduroy (Bill Atkinson).

FABRICS: TOPS -- CHALLIS -- all-cotton and blends -- crepe de chine, georgette, chiffon -- pure silks -- brushed flannel -- Oxfords, end-and-end -- jacquards, matelasse -- Lurex threaded patterns or trim ... SKIRTS: CHALLIS -- wool flannel, worsted crepe, gabardine -- Donegals -- velveteen, corduroy.

PRINTS, PATTERNS: Florals, all sizes -- paisley -- black grounds, monotones, borders -- French ribbon stripes -- foulards -- herringbones, checks, plaids, often mixed and engineered ... COLORS: Winter white newest -- GRAY -- pastels-to-bright Fall tones -- face powder and misty colors.

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IMPORTANT DATES

N.Y. - Spring Ready-to-Wear, Oct. 10-21
MILAN - Ready-to-Wear Showings, Oct. 10-14
PARIS - Pret-a-Porter Showings, Oct. 22-26
LONDON - Spring Ready-to-Wear, Oct. 27-31

CALIFORNIA FALL JEWELRY: POLISHED GOLD

Minute motifs, in one-to-three color karat gold, studded or pave'd with 1 pt. to 3 pt. cut diamonds (not chips), is the unostentatious look advanced by leading California firms for Fall. Many stores put them in "Bridge" sections that bridge costume and precious jewelry departments.

MINIATURE CONVERSATION PIECES AT A GLANCE:

... 1/8th Inch GOLD GEOMETRICS, studded with REAL DIAMONDS

... 3/8th Inch GOLD TOOLS REALLY WORK

... SOLID GOLD PUNKERS

... STICKPINS, BAR-PINS, PENDANTS, RINGS, BRACELETS, PIERCED-EARRINGS

FALL FOCUSES ON PINS: Stickpins and Bar-pins are news -- to wear on lapel, scarf or sweater -- and on men's ties ... PENDANTS on the thinnest-possible gold chains, also on pierced-earrings. In general, every design is available as pin, pendant, bracelet, ring and pierced-earring.

MOVABLE OBJECTS THAT ACTUALLY WORK: TINY GOLD TOOLS -- scissors, tongs, cookie cutter, tweezer, pliers, wrench, screw driver, old fashioned "church key" can opener, tooth pick, hammer, mallet (Jerry Madison) ... FUNCTIONAL FANTASIES -- whistles, in handmade gold (CollAgegold) -- in ceramic; tiny, stoppered ceramic jugs and pitchers for perfume or fresh flower in water: Art Deco flasks, pillboxes; tiny change purses; clever little vari-colored ballpoint pens in holders and cigaret lighter in hammered silver cloth pouch, all on silk cords (A.I.X.) ... SOLID GOLD PUNKERS -- Safety Pins (Madison) -- diamond-studded Paper Clips (CollAge).

PERSONALIZED PAVÉS: 14-k. gold INITIALS in Broadway type face, the broad uprights pave'd with 1 pt. diamonds, also made up in names and in delicate geometrics, other symbols, as bar or stickpin, pendant, ring; solid gold hair combs, barrettes, some pave'd (Madison).

FEATHERS, LEAVES, GLAZED PORCELAIN: Summer's fresh flower craze is superseded by real feathers for Fall, soft and silky, in various original bird markings, for the hair, as pins and strung on cords for necklace or belt; realistic silk autumn leaves strung on wrapped gold-satin choker and lariat; glazed porcelain leaves, flat or 3-dimensional, most with gilt edging and veins, on rattail cord, 1/16th inch flat braided ribbon; exquisite glazed porcelain "sculptured" flowers on cords ranging from silk to metal, or massed into little bib chokers; authentic Egyptian motif ceramic medallions, most unusual, for pierced ears, bracelets, silk corded necklaces (A.I.X.).

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CALIFORNIA BAG ALTERNATIVE: POLISHED LEATHER

The narrowed price gap between leather bags and good imitations will win many customers to leather. But whatever the material, most California firms zero in on consumer-oriented fashion/function, at middle-American prices.

THE TOUCHSTONE FASHIONS:

... THE BRIEFCASE AS FASHION BAG, not business portfolio

... NEW DOUBLE-HANDLES also serve as Short Shoulderstraps

... Smooth POLISHED LEATHER is In

... HARDWARE trims; Velcro Closings

HIGH-GLOSS GLAZED LEATHER ("top grain" with the grainy look polished out), signature linings...Double-Handles (Short Shoulders) -- 12 Briefcase styles, sized from small to legal, top zipped, compartmented, usable zipper pockets, hardware trim stitched-on handles for young customers; horseshoe-detailed totes with compartments; 15 other roomy styles with back zippers, outside pockets, compartments, turned edges for sophisticated customers, raw edges and top-stitching for younger one ... Single-Handle Satchels with 8 metal corners ... Mahogany is spectacular new go-with-everything-but-red color; basic natural hunting tans and raisin; chili, a rust shade ... 4 basic Clutches: Facile, foldover, bracelet and porthole cutout, display full range of 9 colors for impulse buying (Phillippe of California).

CANVAS: Briefs -- double-handle/short shoulder, contrast vinyl bound, top and two

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CALIFORNIA BAGS (continued from page 3)

back zippers, metal lock; rigid handle, top zipper, big front and back pockets, horn turnkey -- double-handle satchel, double ring fixtures, box bottom, large front and top zippers -- tote effect, double-handle, metal lock, top and vertical back zippers, contrast bound (Baggs) ... Silk-screen etched, trimmed in California leatherette (vinyl), Velcro closures, outside zipper pockets, in clutches, short-shoulders (Carpet Bags of America).

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CALIFORNIA SHAWLS, FRINGED OR RUFFLED

ALICIAN: Triangles -- sheer metallic gold nylon lace, fringed, washes and drip-dries; Colombian macrame, deep hand-knotted ribbon fringe; deeply fringed Colombian hand-crochet; 60-inch Arnel/nylon lightweight sueded cloth ... SQUARES -- 55x55 gold-piped black/white poly chiffon, cleverly knotted in center so either color may form the center, or the border; 45x45 self-fringed pongee concentric squares.

CALIFORNIA THINGS: Qiana -- heavy gauge, rayon-fringe; deep ruffled small shawl ... Fringed 72-inch cotton/rayon lace; sheer panne velvet, fringed with 16th-inch flat rayon ribbon braid; sheer metallic, knotted fringe; Lurex-threaded imported fishnet, range of colors.

THE CATHY CORPORATION: Orlon jersey cocoon shawl, bias-ruffled; 72-inch triangles -- very sheer poly/wool challis, Victorian floral pattern, self-fringe; crisp ivory rose pattern poly lace, broad open-work stripes, satin binding.

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IMPORTANT DATES

MIAMI - Holiday & Resort RTW, Aug. 5-9
N.Y. - Int'l & Nat'l Shoe Show, Aug. 6-9
N.Y. - Resort & Holiday RTW, Aug. 8-19
L.A. - Resort, N.Y. Fash. Cr., Aug. 12-15

INTERSTOFF '78 (continued from page 1)

mini or medium sizes -- whimsical objects, people, plants, animals, insects, birds and fish -- simple geometric forms -- splatter prints -- off-beat primitives -- lace effects combined with florals -- fruits and flowers -- paisley, Indian motifs (rajahs), temple tiles -- softened jungle scenes sometimes form borders with a lion, tiger or elephant peering out of tropical foliage.

THE COLORS:

NEW FROSTED PALES, used chiefly as tint grounds for prints -- peach, mint, blue mist, silver streak, shell pink, apricot, lemon ice, aqua tint, parchment ... MID-TONES -- strawberry, sky blue, watered jade, aqua, lilac, buttercup ... EARTH TONE NEUTRALS -- oatmeal, stone, tortoise shell, pale camel, maize, mahogany, dill ... LIVELY BRIGHTS, used mainly as accent shades -- tomato, grape, sapphire, sun yellow ... TRANSITIONAL DARKS -- sugar beet, brown, skipper navy, dark forest.

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FI BOUTIQUE BEAT: N.Y. - GREENWICH VILLAGE

REMINISCENCE, 175 MacDougal St. (off 8th St), (477-4051). Satin boxer shorts, own label; satin jackets. Military clothes, baseball shirts, overalls, parachute jackets. Antique dresses from 30's & 40's. Victorian lingerie, embroidered shawls, old kimonos. Combs, jewelry, accessories. Some of their own designs and imports.

EARTH EXIM INC., 18 W. 8th St., (533-3963). Wrap-around applique natural cotton dresses; overalls, skirts. Blouson tops, side buttoned; skimpy tops. Pleated sundresses; and mixed patterns in dusty tones. Hand-painted, embroidered, and tie-dyed long dresses. Blouses, pants.

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CHICAGO - Holiday & Resort RTW, Aug. 20-25
DALLAS - Holiday & Resort RTW, Aug. 27-Sept.1
FLORENCE - Pitti Bimbo (Children's), Sept.3-6

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